

**Re: ESOMAR and GRBN Meeting  
26th & 27th November 2012, London**

**Joint Release: 18<sup>th</sup> December 2012**

Last month in London, members of the Global Research Business Network (GRBN) and ESOMAR met for 2 days to discuss potential opportunities for collaboration in efforts to defend and grow the research industry and profession globally.

It was agreed that the way in which key messages are provided to legislators and regulators around the world is critical to ensuring that research is robustly defended and protected from over-regulation. The meeting was a great success in gaining alignment on the need for industry representatives to speak with one message whenever possible.

Over the two days, 16 key topics were discussed including self-regulation, industry representation, and the creation of new national associations in countries lacking such organisations.

Some of the key take outs included:

- GRBN and ESOMAR will look to work together on issues that are important to the industry and profession.
- On issues of legislators and legislation and clients' needs and the integration of new competitors we look for consensus and shared communication.
- We will jointly work on improving the experience of research for respondents to drive participation and involvement.
- National representation is one of the core responsibilities of National Associations. ESOMAR will continue to support National Associations in this work as and when suitable, National Associations will continue to take the lead in representing and defending research in their own countries.
- GRBN and ESOMAR will work collaboratively in developing new local trade and professional associations in countries where associations currently don't exist. The ICC/ESOMAR code will be recommended as the code for new associations, adapted to local market requirements where necessary.
- ESOMAR and GRBN agreed that there are clear benefits for being a member of a local National Association and an ESOMAR Corporate member. These memberships are complementary not in competition.

- ESOMAR and GRBN agreed that they will continue to work together with respect to self-regulation. ESOMAR stated that the current process will not change in the advent of ESOMAR Corporate Membership.
- ESOMAR endorses self-regulation at a national level. National cases will be dealt with first and foremost by National Associations in cases where complaints relate to members of the National Associations. Where there are no National Association members, ESOMAR will undertake to lead on complaints.
- The GRBN recognises the global value of the ICC/ESOMAR code, and as such, The GRBN and ESOMAR need to be united in the development or revisions of Codes of Professional behaviour and the GRBN will communicate actively with ESOMAR on its code comparison work and use the ICC/ESOMAR Code as input.
- The development of best practice guidelines should continue to provide cross fertilized resources; and GRBN and ESOMAR seek where possible to jointly publish guidelines or publish at the same time.

As a follow up, both ESOMAR and GRBN left the meeting keen to continue the collaboration and get started with agreed actions that will aid and align the industry and profession of research globally.

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